

Georgia Southern University Digital Commons@Georgia Southern

Business Innovation Group News

Business, College of - College Publications

1-4-2018

Business Innovation Group (BIG) News

Georgia Southern University

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/cob-big-news>



Part of the [Business Commons](#)

Recommended Citation

Georgia Southern University, "Business Innovation Group (BIG) News" (2018). *Business Innovation Group News*. 32.
<https://digitalcommons.georgiasouthern.edu/cob-big-news/32>

This article is brought to you for free and open access by the Business, College of - College Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business Innovation Group News by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

3 Day Startup Call for Mentors

January 4, 2018

WHAT DOES BEING A **MENTOR** FOR 3 DAY STARTUP (3DS) MEAN?

Students need your leadership and input from your experiences and skill set. 3DS is a shark-tank style business competition held on Georgia Southern's campus over a weekend. Your time and expertise is highly valued and is a big part of making this event a success. This is a remarkable opportunity for you to recruit potential talent and an excellent networking occasion for all.

WHAT DO I HAVE TO DO?

- Provide guidance for students who in most cases are starting a business for the first time
- Use your experience and expertise to offer advice and suggestions to student teams
- Help the teams create and deliver a powerpoint presentation and final pitch to investors on Sunday, February 18, 2018
- Help student teams advance their ideas and teach students about working in early-stage startups
- Commit at least three hours to mentoring students
- Diverse skill sets like graphic design, writing, engineering, chemistry, accounting marketing or finance, etc. are welcomed as student ideas come from all majors

HOW DO I PARTICIPATE?

E-mail Suzanne Hallman at shallman@georgiasouthern.edu or call (912) 478-5586

Event Dates: Friday, Feb. 16 – Monday, Feb. 19

Posted in [Clubs](#), [Events](#), [Programs](#), [Teaching and Learning](#)

Tags: [3 Day Startup](#), [3DS](#), [mentor](#), [student entrepreneurship](#)

3 Day Startup Call for Sponsors

January 4, 2018

WHAT DOES BEING A **SPONSOR** FOR 3 DAY STARTUP MEAN?

We need donations to launch the 3DS event in February in the form of financial support or in – kind donations of food or drinks. In exchange we will promote your business throughout our event and communicate competition outcomes.

3DS runs programs that help students turn their ideas into companies. We gather students from different disciplines — computer science, MBAs, engineering, design, film-making, etc. — and guide them through the early stages of starting a company. Over one intense weekend, participants in the 3DS program brainstorm ideas, conduct market validation, develop business models, build prototypes, create branding, and pitch to investors and successful entrepreneurs. The result is an experience that challenges students to innovate, build, and launch real companies. The crux is to support young minds innovating solutions for tomorrow's future.

HOW DO I OFFER SPONSORSHIP OR SUPPORT?

[Click here to donate.](#)

E-mail Suzanne Hallman at shallman@georgiasouthern.edu or call (912) 478-5586

Event Dates: Friday, Feb. 16 – Sunday, Feb. 18

Final Pitch: Monday, Feb. 19 at the Emma Kelly Theater Downtown

Posted in [Clubs](#), [Events](#), [Programs](#), [Teaching and Learning](#)

Tags: [3 Day Startup](#), [3DS](#), [sponsors](#)

Start your 2018 marketing plan

January 4, 2018

Valerie Cote, Consultant, UGA SBDC at Georgia Southern University

On a scale of 1-10, how would you rate your business's marketing efforts this past year? Did you get a good return on investment for every marketing dollar spent, or could resources have been used more efficiently? What did you plan on doing in 2017 that you just never got around to doing, and why didn't you do it? For business owners wishing to maximize their marketing efforts in 2018, a marketing plan is essential. If you are unsure of where to start, here are some tips to get you started on a marketing plan for 2018.

Determine what worked and what didn't. It is easy to get caught up doing things as they have always been done. The end of the year is a good time to reflect on what you have done and determine if that is the best use of your resources. While weeding out the less-effective marketing efforts, look at what worked well. Would spending more time and money on that continue to yield greater results or have you reached a point of diminishing returns?

Evaluate what has changed. Markets are constantly changing and businesses need to take note and change with it. New competition may need to be addressed. A small retailer that may not have had any close competitors five years ago can now find themselves with others opening up shop near them while simultaneously facing increasing competition from online retailers such as Amazon. As demographics change, a business might find that its customer base is also shifting. Businesses need to recognize these changes and adjust their marketing efforts to meet these new challenges.

Determine how you will implement changes. Business owners have a lot on their plate every single day. Implementing new marketing becomes an item on the "someday" list and gets pushed to next week, next month and next quarter. By the end of the year, those changes that were desperately needed were never made and your business falls behind. Get specific on what is going to be done, when it will be done, and who is going to do it. Also determine what resources you are willing to dedicate to marketing. Many business owners are excited about the idea of doing more on social media because it is "free." While it may require less capital, social media can use a significant amount of another resource—time. When creating your marketing plan, be sure to account for both time and money.

Lastly, set expectations for your marketing efforts. What do you expect your return on investment to be for your marketing? When do you expect to see a return? Business owners can sometimes be quick to judge a marketing effort if they do not see immediate results. Be sure to be realistic about when you will start to see results. Different marketing methods will produce results at different rates. Know ahead of time what you are expecting and allow adequate time to get those results. At the same time, if marketing efforts are not getting the results they should be, stop putting resources there.

Valerie Cote is a business consultant with the University of Georgia Small Business Development Center at Georgia Southern University. If you would like assistance with creating a marketing plan, the Small Business Development Center offers one-on-one consulting at no cost to local business owners. Feel free to contact Valerie Cote at vcote@georgiasbdc.org or 912-651-3200 to set up an appointment.

Posted in [Programs](#), [Uncategorized](#)

Tags: [Marketing plan](#), [SBDC](#)

News from our Veterans Business Outreach Center (VBOC)

January 4, 2018

In November, Business Advisor Jeff Smith partnered with the South Carolina District office in hosting the “Veteran Small Business Matchmaker Workshop” as well as the “Starting a Home-Based Business for Military Spouses” training courses in Columbia and at Shaw Air Force Base. Meanwhile in Atlanta, Georgia’s VBOC Director, Jeremy Horstman spoke to Veterans and spouses at the “Entrepreneurial Warriors workshop.” VBOC Business Advisors Amanda Wynn and John Myers continue to develop relationships with local businesses and assist Veterans outside of the local area through regular telephone and e-mail contact.

For our December VBOC business for the month, we highlight Jeremy Hill with Southeast Avionics in Statesboro, Georgia. Jeremy served for five years in the Marine Corps as an Avionics Technician in the Fixed Wing Marine Attack Squadron 223. Currently, Jeremy is a student at Georgia Southern University as well as the owner of Southeast Avionics.

Established in June of 2017, Southeast Avionics continues to grow out of the Statesboro-Bulloch County Airport. At this time, Southeast Avionics covers troubleshooting, aircraft repair, installation, and upgrades. Jeremy expects Southeast Avionics to reach full capability as an official avionics repair station by January of 2018.

The Veterans Business Outreach Center (VBOC) is an SBA-funded resource available to service members, veterans, National Guard & Reserve members and military spouses with interest in starting or expanding upon a small business. With over 20 locations across the United States, VBOC advisors provide entrepreneurial development assistance, mentoring and training in areas such as international trade, franchising, internet marketing and accounting.

In addition to personalized training and development, the Georgia VBOC attends, conducts and provides support for Boots to Business courses located at South Carolina and Georgia military installations. The Boots to Business program is a two-day program available to transitioning service members in any branch of the military and their spouses. During this program, service members learn the steps for evaluating business concepts, the foundational knowledge required to develop a business plan, and information on the resources available to help access start-up capital and technical assistance.

For more information on VBOC services, events, or services with at Southeast Aviation, please contact our office at 912-478-7781.

Posted in [Entrepreneur Spotlight](#), [Programs](#)

Tags: [business](#), [Entrepreneurship](#), [Southeasat Avionics](#), [VBOC](#), [Veterans](#)